

Media Pack



Yakult

Little Bottle. Big Difference.

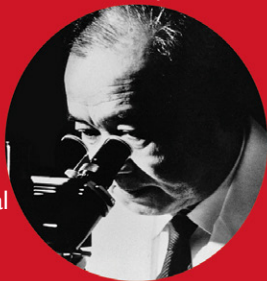
Yakult History

Dr Shirota

It's been Yakult's mission to inspire happiness and wellbeing since 1935. We believe physical, mental and emotional wellbeing are interconnected and even the smallest things can have a big impact on the way you face the day. It all started with our founder, Japanese scientist Dr Shirota, who spent many years investigating the benefits of intestinal bacteria. He selected and cultivated a unique strain of lactic acid bacteria, robust enough to reach the gut alive, now known as *L. casei* Shirota, and used it to make the famous fermented milk drink called Yakult. Fast-forward to today and our team of scientists continue this love of gut science.

Research

Our original product remains largely unchanged, still containing the *L. casei* Shirota strain cultivated by Dr. Shirota, which continues to be extensively researched. At the Yakult Central Institute in Japan and the European Research Centre in Belgium, alongside independent researchers worldwide, hundreds of scientists continue to study this unique strain, gut health and the impact on overall wellbeing. The Yakult Central Institute focuses on research in areas such as microbiology, nutritional science, physiological sciences, immunology, biochemistry, bioengineering, organic chemistry, fermentation engineering, natural products chemistry, pharmaceutical science and analytical chemistry.



Yakult Ladies

The pioneering Yakult Ladies system started in 1963 in Japan. The company employs over 80,000 Yakult Ladies worldwide.

They deliver Yakult products door-to-door every day, from rural areas to high-rise buildings in the city, and play an important community role by interacting with customers. Yakult Ladies in Japan contribute to safe, secure and liveable communities through “Courtesy Visit Activities,” visiting more than 37,000 older people living alone and participating in local police and government safety and crime prevention watches.



The Yakult Bottle

The first Yakult bottles were made of glass with a cork stopper. Yakult's current iconic bottle was developed in 1968 by Isamu Kenmochi, an award-winning designer. The idea was to have an original, easy to handle and recognisable bottle. The shape is inspired by the traditional Japanese kokeshi doll, considered a lucky charm.

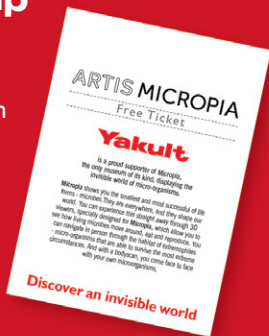
Yakult in Europe

The European headquarters, Yakult Europe B.V., started operations in 1994. All the Yakult sold across Europe is made in the factory in Almere, the Netherlands. Now, more than 30 years later, Yakult is available in 13 European countries: Austria, Belgium, Denmark, France, Germany, Ireland, Italy, Luxembourg, Malta, the Netherlands, Spain, Switzerland and the United Kingdom.



Micropia Partnership

As part of the Yakult commitment to support educational sciences, Yakult supports Micropia – the only museum dedicated to microorganisms. The museum is located in Amsterdam and reveals the invisible world of microscopic life. Want to visit? Drop us a line and we'll sort it out (subject to availability).



ARTIS MICROPIA

Yakult in the UK and Ireland

The Yakult Family

In the UK and Ireland, there are three variants of Yakult. Each bottle contains 20 billion friendly bacteria that increases the bacteria in the gut*. Yakult Original, Yakult Balance** – which has fewer calories, less sugar, and is rich in vitamin D to support immunity, muscle and bone health*** – and new Yakult Plus Peach rich in vitamin C**** to support immunity and help lower fatigue.

All products are fat free, gluten free and suitable for vegetarians.



Welcome Yakult Plus Peach

In September 2024, Yakult Plus Peach launched in the UK & Ireland. It has a juicy peach flavour is rich in vitamin C, which supports the immune system, helps lower fatigue and contains fibre that feeds the bacteria in the gut.



*Yakult's bacteria *L. casei Shirota*, increase both the lactobacilli and bifidobacteria in the gut.

**Yakult Balance contains 68% less sugar and 38% fewer calories than Yakult Original

***Vitamin D contributes to the normal function of the immune system and the maintenance of normal bones and muscle function. Each bottle of Yakult Balance accounts for 30% of the EU reference intake for vitamin D.

****Vitamin C supports the normal functioning of the immune system and contributes to the reduction of tiredness and fatigue. Each bottle of Yakult Plus accounts for 30% of the EU reference intake for vitamin C.

Projects and Partners

Female Gut Health

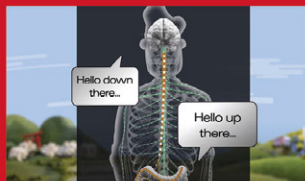
4 out of 5 UK women want to understand how gut health impacts well-being, yet 86% are unfamiliar with the Gut-Hormone Axis. To bridge the gap, we have created a guide to explain the science behind it all.

From menstruation and the woman's cycle explained, to navigating perimenopause and menopause – we've shared useful insights on how a healthy gut can impact hormone regulation and immune support.

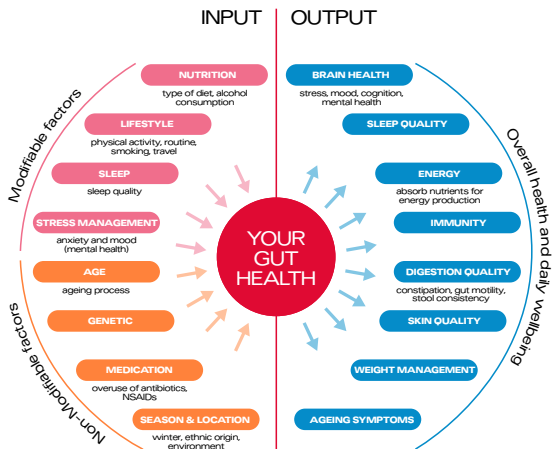


The Gut-Brain Axis

We have also developed resources on the Gut-Brain Axis with APC Microbiome Ireland to educate people about the relationship between the gut and the brain.



Get in touch to learn more about these projects!



The Yakult Gut Health Model®

Yakult Gut Health Model®

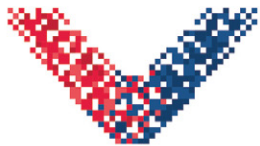
Learn about the unique gut health model developed by Yakult scientists and nutritionists. Take a closer look and you'll see the model highlights just how crucial your gut and good bacteria are.

The left side highlights the importance of our daily choices and which unique features impact and maintain optimal gut health. The right side showcases how gut health affects many aspects of life such as sleep, energy, immunity, stress and more.



Shining a light on sports nutrition

As big fans of science, we know the major role nutrition plays in sport. In fact, we've worked with many sports associations in this very area – including football, rugby, swimming and cycling clubs both in the UK and Ireland.



**UK
SPORTS
INSTITUTE**

Stay Safe, Warm and Well

Yakult has been a trusted partner of the Royal Voluntary Service for many years. It has been our privilege to contribute to their efforts to help the most vulnerable among us. Since Winter 2020 we have collaborated to develop the *Stay Safe, Warm and Well* campaign to provide practical information and advice to those most in need of help in our communities.



Love Your Gut

An initiative of Yakult, *Love Your Gut* is focused on raising awareness of the importance of gut health, working in association with gut health organisations across the UK and Ireland like The IBS Network and Guts UK Charity, or the Irish General Practice Nurses Educational Association and Crohn's & Colitis Ireland.

Expert tips and advice, gut-friendly recipes and valuable resources like the *Gut Talk Guide* and the *Digestive Health Self-Assessment* are just some of the content available at

www.loveyourgut.com



Visit **www.loveyourgut.com** and follow
@LoveYourGutOnline on Facebook
for a taste of what's on offer.





Trial Yakult

If you or your colleagues would like to receive some complimentary Yakult to try, please contact the Press Office.

Suggest a Donation

To support our key health workers and those most in need, we regularly donate products to local hospitals, care homes and NGOs such as City Harvest, which helps families and individuals in need.

Do you know of an organisation that could benefit from a donation of Yakult?

Get in touch!

10 facts about Yakult

1. Each little bottle of Yakult contains at least 20 billion bacteria.
2. Our unique **L. casei Shirota** bacteria – found in every little bottle – is scientifically proven to reach the gut alive and increases the bacteria in the gut.*
3. *Yakult increases the lactobacilli and bifidobacteria in the gut.
4. It takes a week of fermentation, our unique bacteria, high quality ingredients and strict quality control to make each bottle
5. Yakult can be enjoyed at any time of the day.
6. Yakult Original, Yakult Balance and Yakult Plus Peach are fat free and gluten free.
7. Yakult Original, Yakult Balance and Yakult Plus Peach do not contain any artificial colourings. The colour comes from the natural caramelisation of milk which occurs when it's heated during the production process.
8. Today, over 40 million Yakult products are consumed every day in over 40 countries and regions all over the world
9. Yakult has created the Yakult Gut Health Model which helps you to visualise the role of gut health, its impact on our overall health/wellbeing and issues that can affect it.
10. Yakult supports the scientific and medical community with its 'Yakult Science for Health' educational hub, offering a range of resources and services to support and expand health care professionals' knowledge of the gut microbiome.
Yakult.co.uk/hcp

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